



Broad Street

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Principal Planner – Mobility and Place

Oxfordshire County Council

17 October 2023





St Cross Church

New College School

AA1144

St Giles St

St Giles

Beaumont Street

Magdalen St

Trinity College

Paris Rd

Wadham

Magdalen St

Cornmarket St

Hart Hall/Hertford

New Lion Sq

Gloucester St



Ship St

Exeter College

St John's College

St Martin's College

St Michael's St

St Peter's College

All Saints College

New Lion Hall St

Cornmarket St

Market St

St Paul's College

St Paul's College

BROAD STREET, OXFORD

THE PLAN







The Brief

- Deliver a temporary public realm scheme
- Budget £500k
- Deliver by Summer 2022
- Strong interest from key cabinet members



Objectives

- **Optimal Use of Space** – optimised for shared civic space.
- **Economic Development** – enables an increased footfall, creates opportunities for local hospitality businesses and arts / community organisations to generate income.
- **Accessibility and safety** – an inclusive and safe place in the heart of the city, accessible for all, feels safe and comfortable, and welcoming to all of Oxford's residents and visitors.
- **Engagement** – stakeholders must inform the scheme.
- **Heritage and Planning Policy** – is sensitive to and sustains the existing heritage significance.
- **Environmental Sustainability** – the scheme supports Oxford's Zero Emission Zone and achieves environmental sustainability.
- **Experimenting for the future** – trial period can inform potential plans for a longer-term change to Broad Street.

How did we do it?

2022

Jan

Business case signed off

Feb

Funding released

Data gathering and pre-scheme surveys commissioned

March

Initial engagement commenced

Procured two consultancies to support designs

April

Preliminary highway design prepared

May

Design workshops held online with interested stakeholders

June

Analysed stakeholder feedback and prepared public realm designs prepared and revised highway designs

July

Stage 1/2 Road Safety Audit completed

Aug

Detailed designs completed, artist impressions shared with wider public

Sept

Scheme under construction

Oct

Scheme opens to the public, statutory consultation commences



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No Green
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Engineering Services

Highway and
Engineering Services

GV76

GV70 DWH

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&
POSTER
SHOP

Zero
emission
ZEZ
ZONE
→













Challenges

- Timeline and pressure to deliver meant less thinking time for key decisions
- Balancing street functions – access to properties, bus services, deliveries, disabled bays, key cycle route, high footfall, event space
- Stewardship and maintenance responsibilities must be defined from the outset



Successes

- Worked with our constructors from the outset who fed into the designs
- Incorporated social value into the scheme using a local social enterprise to build the seating
- Despite initially opening to the public in Oct 22, we have continued to adapt the scheme and test different layouts based on feedback received from people using the space as well as those that are impacted



The future

- Cabinet Member Decision meeting on the future of the current temporary scheme – December
- Central Oxfordshire Movement and Place Framework will help identify long term vision/design principles for the street and surrounding streets.
- Need to re-prioritise the function of the street
- Identify potential funding sources
- Possibility of a partnership approach

